

**Amendments to the Specification**

Change the title of the invention to read as follows:

E-COUPON SERVICE FOR LOCATION-AWARE MOBILE COMMERCE WHICH DETERMINES WHETHER TO SUPPLY REQUESTED E-COUPONS BASED ON THE NUMBER OF REQUESTS RECEIVED IN A PROCESSING CYCLE, AND A THRESHOLD NUMBER OF REQUESTS REQUIRED TO MAKE EXPECTED RETURNS FROM REDEEMED COUPONS GREATER THAN ADVERTISING FEES